

**VISIT BATON ROUGE**  
**BOARD MINUTES**  
**March 2026**

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, March 26, 2026, at the Visit Baton Rouge Office located at 359 Third Street.

Present:

Rowdy Gaudet  
Gary Jupiter  
Stephen Hightower  
Janice DeLerno  
Karen Soniat  
Robyn Merrick  
Marty Engquist  
Claude Reynaud  
Jeremy Fontenot

Absent:

Gary Patureau

Present but not participating in formal actions:

Jill Kidder, Staff  
Lisa Clary, Staff  
Danielle Prejean, Staff  
Stacy Simon, Staff  
Lauralyn Maranto, Staff  
Emily Mastrantonio, Staff  
Lauralyn Maranto, Staff  
Fatima Gautier  
Chuck Elkins, Legal Counsel  
Angela Adolph, Legal Counsel  
Shaun Toups, Financial Advisor

Rowdy Gaudet called the meeting to order and opened the meeting for public comment.

On a motion by Claude Reynaud, seconded by Marty Enquist the February 26, 2026, minutes were approved as presented.

Motion carried.

Danielle Prejean presented and discussed the February 2026 financials.

Jill Kidder presented the President’s Report followed by Laura Cating, Emily Mastrantonio and Stacy Simon’s presentation of the 2025 Louisiana Lights Recap and update. Jill Kidder and Lauralyn Maranto gave a brief update on the status of 232 Lafayette Street.

Discussion/Action was held in connection with the review of offers to purchase; authorizing the selection of the purchaser and terms of not exceeding Seven Million Dollars (\$7,000,000.00) of Revenue Bonds, Series 2026, of Visit Baton Rouge, Parish of East Baton Rouge, State of Louisiana; and providing for other matters in connection therewith.

On a motion by Robyn Merrick, seconded by Claude Reynaud the following resolution was approved having been submitted for a vote.

The following Resolution was offered by Robyn Merrick and seconded by Claude Reynaud, Jr.:

### **RESOLUTION**

A resolution authorizing review of offers to purchase; authorizing the selection of the purchaser and terms of not exceeding Seven Million Dollars (\$7,000,000.00) of Revenue Bonds, Series 2026, of Visit Baton Rouge, Parish of East Baton Rouge, State of Louisiana; and providing for other matters in connection therewith.

**WHEREAS**, Visit Baton Rouge is a body politic and corporate and a political subdivision of the State of Louisiana (the “Issuer”) created pursuant to Article VI, Sections 19 and 30 of the Louisiana Constitution of 1974, as amended, and Sections 4574 and 4574.16 of Title 33 of the Louisiana Revised Statutes of 1950, as amended; and

**WHEREAS**, the purpose and mission of the Issuer shall be to increase visitation to and awareness of the Baton Rouge area, thereby enhancing economic impact of conventions and tourism in and to the City of Baton Rouge (the “City”) and the Parish of East Baton Rouge (the “Parish” and, together with the City, the “City-Parish”); and

**WHEREAS**, under the authority conferred by Section 1430 of Title 39 of the Louisiana Revised Statutes of 1950, as amended (the “Act”), the Issuer may issue revenue bonds, notes, or other obligations for any authorized purpose payable from any source whatsoever, including taxes and income, revenues and receipts derived or to be derived from the properties and facilities owned, maintained or operated by a public entity or received by a public entity from these properties and facilities, or from contracts or agreements relating to these properties and facilities; and

**WHEREAS**, the Issuer previously approved the issuance of not exceeding Seven Million Dollars (\$7,000,000.00) of Revenue Bonds, Series 2026 (the “Bonds”), in the manner authorized and provided for by the Act, for the purpose of financing the purchase

and renovation of an historical unoccupied building located in downtown Baton Rouge to be used for the provision of its services (the “Project”) to be payable from all available revenues of the Issuer in each of the fiscal years during which the Bonds are outstanding; and

**WHEREAS**, the Issuer desires to authorize review of any offers to purchase and the selection of a purchaser and terms of the Bonds; and

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Directors of the Issuer, acting as the governing authority of the Issuer, that:

**SECTION 1. Selection of Purchaser and Sale of Bonds.** The Bonds are hereby authorized to be sold to a purchaser, and the Chair and/or Secretary-Treasurer of the Governing Authority of the Issuer, in consultation with the President of Issuer, are hereby authorized to review any offers to purchase, to select the purchaser thereof, and to approve the terms and conditions of such Bonds. The Chair and/or Secretary-Treasurer of the Governing Authority of the Issuer are hereby authorized to execute a Commitment Letter and such other documents, in a form and substance satisfactory to special Bond Counsel, Municipal Advisor, and President, to approve and effectuate the purchase and sale of the Bonds. The Issuer shall execute and deliver or cause to be executed and delivered all documents, certificates, receipts, letters and opinions required to be executed on behalf of the Issuer or deemed necessary or advisable facilitate the sale of the Bonds. While the authority granted in this Section is complete authority for the sale of the Bonds by the Issuer, further details of the Bonds may be determined by the Issuer and established by a resolution adopted subsequent hereto.

**SECTION 2. Effective date.** This Resolution shall become effective immediately upon adoption hereof.

This Resolution having been submitted for a vote, the result thereof:

<b>Member</b>	<b>Yes</b>	<b>No</b>	<b>Abstain</b>	<b>Absent</b>
ROWDY GAUDET, CHAIR	X			
STEPHEN HIGHTOWER, VICE CHAIR	X			
ROBYN MERRICK, SECRETARY-TREASURER	X			
GARY L. JUPITER, JR.	X			
GARY PATUREAU				X
CLAUDE F. REYNAUD, JR.	X			

JANICE DELERNO	X			
JEREMY FONTENOT	X			
KAREN M. SONIAT, PH.D.	X			
MARTY ENGQUIST	X			

And the Resolution was declared adopted on 3/26, 2026.

**THUS DONE, ADOPTED AND SIGNED** this, the 26th of March , 2026.

By: /s/Rowdy Gaudet  
Rowdy Gaudet, Chair

STATE OF LOUISIANA

PARISH OF EAST BATON ROUGE

I, the undersigned Secretary-Treasurer of the Board of Directors of Visit Baton Rouge, do hereby certify that the foregoing pages constitute a true and correct copy of a resolution adopted by said Board on 3/26, 2026, authorizing the review of offers to purchase; authorizing the selection of purchaser and terms of not exceeding Seven Million Dollars (\$7,000,000.00) of Revenue Bonds, Series 2026, of Visit Baton Rouge, Parish of East Baton Rouge, State of Louisiana; and providing for other matters in connection therewith.

IN FAITH WHEREOF, witness my official signature on this, the 26th of March, 2026.

/s/Robyn Merrick  
Robyn Merrick, Secretary-Treasurer

[SEAL]

Motion carried.

Discussion/action was held in connection with the Cooperative Endeavor Agreement with the Louisiana Department of Treasury regarding the funds appropriated in accordance with Act 1 of the 2025 RLS.

On a motion by Gary Jupiter, seconded by Karen Soniat the following resolution was approved as presented.

**RESOLUTIONS OF THE BOARD OF DIRECTORS OF  
VISIT BATON ROUGE CONCERNING A COOPERATIVE ENDEAVOR AGREEMENT  
WITH THE LOUISIANA DEPARTMENT OF THE TREASURY**

**MARCH 26, 2026**

**WHEREAS**, the Board of Directors (the "Board") of Visit Baton Rouge ("VBR") is charged with assisting in the economic development of East Baton Rouge Parish through the promotion of travel and tourism in the Parish of East Baton Rouge.

**WHEREAS**, VBR from time to time enters into cooperative endeavor agreements ("CEA(s)") with various agencies and departments of the State of Louisiana and / or other economic development agencies, including without limitation with the Louisiana Department of the Treasury (the "Agency").

**WHEREAS**, Act 1 of the 2025 Regular Legislative Session of the Louisiana Legislature contains a line item appropriation within the budget of the Agency for the benefit of VBR of which the sum of One Hundred Thousand and no/100 Dollars (\$100,000.00) has been allocated to VBR for its use to promote athletic activities, facilities, and sporting events to attract visitors to East Baton Rouge Parish (the "Allocation").

**NOW THEREFORE, BE IT HEREBY RESOLVED** by the Board of VBR that Jill C. Kidder, President & CEO of VBR, effective immediately, is hereby authorized and directed to negotiate, execute, and deliver on behalf of VBR one or more CEA(s) between VBR and the State of Louisiana, Department of the Treasury concerning the acceptance and use of the Allocation from the State of Louisiana with such agreement to be in a form and substance determined by her in her sole discretion to be in the best interest of VBR.

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**CERTIFICATE**

**STATE OF LOUISIANA**

**PARISH OF EAST BATON ROUGE**



"Exhibit A"			
2026 Budget Adjustments Thursday, March 26, 2026			
	2026 BEGINNING BUDGET	PROPOSED ADJUSTMENTS	2026 AMENDED BUDGET
<b>REVENUES</b>			
Room Tax (Less City Tax Rebates)	\$ 6,766,580	\$ -	\$ 6,766,580
Other Funding Sources			
City Parish Reimbursement	-	501,145	501,145
State Appropriation	100,000	-	100,000
Interest Income - Investar Bank	35,000	-	35,000
<b>Total Revenues</b>	<b>\$ 6,901,580</b>	<b>\$ 501,145</b>	<b>\$ 7,402,725</b>
<b>EXPENSES</b>			
Personnel Cost			
<b>Total Personnel</b>	<b>\$ 2,870,727</b>	<b>\$ -</b>	<b>\$ 2,870,727</b>
Administration			
Administrative	\$ 512,973	\$ 42,000	\$ 554,973
Direct Promotional	25,000	-	25,000
<b>Total Administration</b>	<b>\$ 537,973</b>	<b>\$ 42,000</b>	<b>\$ 579,973</b>
Destination Experience	\$ 480,000	\$ -	\$ 480,000
Destination Sales	\$ 509,400	\$ -	\$ 509,400
Sports	\$ 419,000	\$ 54,000	\$ 473,000
Marketing & Communications	\$ 1,927,532	\$ -	\$ 1,927,532
<b>Total Operating Expenses</b>	<b>\$ 6,744,632</b>	<b>\$ 96,000</b>	<b>\$ 6,840,632</b>
<b>REVENUES OVER EXPENDITURES, NET</b>	<b>\$ 156,948</b>	<b>\$ 405,145</b>	<b>\$ 562,093</b>
Debt Service	\$ 962,390	\$ -	\$ 962,390
Capital Expenditures	328,890	18,500	347,390
Special Project Expenditures	928,500	(286,000)	642,500
LAMP (Reserves) Investment Income	(250,000)	-	(250,000)
	<u>1,969,780</u>	<u>(267,500)</u>	<u>1,702,280</u>
Other Financing Sources/Uses			
Bond Proceeds	7,000,000	-	7,000,000
Transfer to PBC (Project Funding)	(6,500,000)	-	(6,500,000)
<b>CHANGE IN NET POSITION</b>	<b>\$ (1,312,832)</b>	<b>\$ 672,645</b>	<b>\$ (640,187)</b>

Fatima Gautier presented the Annual Training on the Louisiana Code of Governmental Ethics La. R.S. 42:1170 to all attendees.

There being no further business, the meeting was adjourned.